

LEXINGTON READY WITH NEW MODELS

Resources of Company Shown
in Quick Conversion of
Big Plants.

Almost immediately upon the cessation of hostilities and the promise of the material situation being speedily cleaned up, the Lexington Motor Company makes the startling announcement of new models ready now for immediate delivery.

This ability to take advantage of the change from war to peace pursuits and get new models immediately upon the market is hard to understand without realizing the foresightfulness of the company.

Their ability to make this quick change, as explained by the officials, is due to the fact that they were able to anticipate coming conditions and to be prepared to meet them.

The way the Lexington Motor Company is organized permits remarkable flexibility. Ten great plants are associated in producing the Minute Men six open and closed models. Each one of these plants specializes in producing certain parts under one general head. It was therefore possible to swing this organization in remarkably short order from a war programme of production to that of peace manufacture.

All of the engineering research work had been done during the war period and everything was in readiness. There was no stock of old models to clear out of the way. For even before the war Lexington cars were sold before they were built to great was the demand.

This left Lexington with a clean slate for new and immediate production. It found the organization with a standardized product.

All the mechanical features so greatly appreciated in the past have been retained in these newer models with further additions wherever possible to increase the performance and convenience.

The Moore multiple exhaust, which increases the power and conserves gasoline, the one finger emergency brake and other features which have distinguished

Lexington performance are present in the new models besides many other additions and betterments.

S. A. E. MEETING IN FEBRUARY

Postponement Made to New York Show Week.

The time of the winter meeting of the Society of Automotive Engineers, which was to be held January 12-14, has been changed to February 4-6. These latter dates have been set as a matter of convenience to the S. A. E. members who desire to attend also the New York Automobile Show, to be held during the first two weeks of February at Madison Square Garden. The S. A. E. members are engaged in automotive engineering at all the automobile, truck, tractor, airplane and motor boat plants in this country, as well as many such manufacturing centers abroad.

This carry through meeting of the S. A. E. to be held in February will be the occasion of illuminating technical sessions on the different automotive engines, fuel for internal combustion engines, a whole half day session will be devoted to consideration of gasoline, kerosene, benzol and other fuels. Representatives of the Government will present their latest data as to supplies and the results of recent intensive research of a startling nature. Men of acknowledged authority will discuss this matter from the standpoint of engine design. Many other timely subjects will be discussed. Members returned from the front will relate their experiences, and particulars never before made public concerning war automotive apparatus will be given in papers by members and others in Government service.

The S. A. E. victory dinner will be held on February 6 at the Hotel Astor. It is expected that in attendance and interest this will break all records of the society.

Packing.

The packing commonly used on the flanged joints of the exhaust pipe is asbestos. Gaskets of standard sizes for these manifold connections may now be had, but if they are not obtainable for any reason the car owner can cut them from asbestos board. They should be soaked in water and rubbed with graphite before they are installed. The inlet manifold joints can be made tight with shims. The joints in the cooling system, unions, flange elbows, etc., should be smeared with red lead and oil.

CONSIDERING THE AFTER THE WAR CAR

What Effect Will the Mechanical Developments Have
on New Output?

For all practical purposes the war is ended and from the motorist's point of view the question now is: "What has the war done for us beside sending the Potsdam incorrigibles to perdition?"

The private motorist, the automobile dealer, the salesman and all the rest of us connected with the now expanded field that we call "automotive," are asking themselves a lot of questions. "Will there be really new models? What will they look like? What has the war taught us about design and manufacture? Will the foreign manufacturer enter the American market and cut a real figure? These are a few of the many questions now flying about.

A general impression seems to be current that much of the knowledge and experience gained in war work will be reflected in the new cars that are about to be put out. The next batch of cars, those which we shall get between now and the beginning of the 1920 season, will be much the same as the current models. The cars of 1920 will incorporate many new ideas, but they will show few changes in design induced by airplane or war car practice. The war has taught us many things in regard to production; it has taught us much in regard to the use of metals, but it has not brought out much that directly affects the design of passenger motor cars.

The war has developed many new methods of using cheaper metals, though the general impression seems to be that it has created a tendency toward more expensive ones. Quite true, many expensive alloys have been employed and expensive processes, such, for instance, as welded steel cylinders; but these are out of the question for ordinary commercial production of motor cars.

When our industrial life gets back to normal again, which it will probably do in about a year, the automobile industry will be able to produce on a much cheaper basis than before. That is to say the actual manufacturing processes will cost less and the limiting factors in price will be mainly labor and cost of materials. If labor and materials get down to pre-war levels then we shall unquestionably have cars at a good deal cheaper prices than in the past, simply because of our greater knowledge of manufacturing gained from war experience.

The very rapid progress in airplane design has taught us a lot about engines, but little of what has been learned can be applied to the automobile engine. We have learned a few things about carburetion in the air, but sad to say cars run on the ground and not in the air. Lubrication has come in for many improvements, but these developments have little place on the motor car because conditions are so essentially different.

It is a rather unfortunate fact that most of the developments have centered in the engine. The engine appears to have been the only thing in the minds of the engineers. As a matter of fact, there is little vital criticism that can be made of our automobile engines as they stand to-day. They are certainly powerful enough, and while they may lack certain characteristics for maximum efficiency, these are mainly details which time will certainly rectify.

The clutch, transmission, axle and other parts have practically stood still, so far as improvement in design during the period of the war are concerned. Yet these parts were more in need of improvement than the engine. This characteristic of war time development

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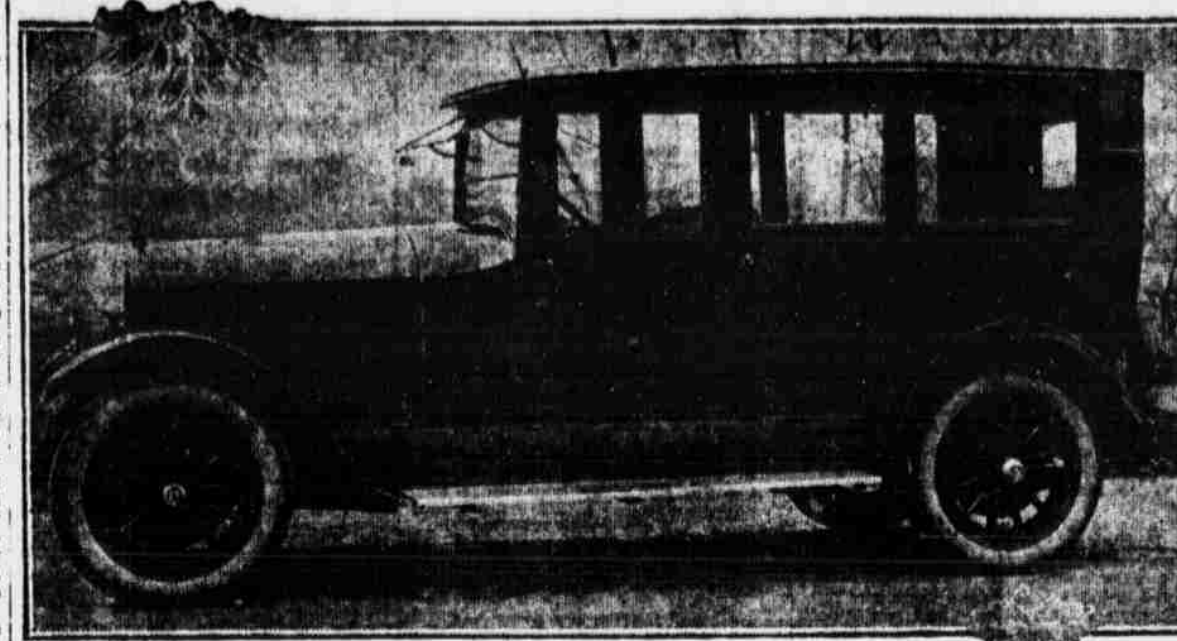
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Dignity and Reliability in This Cole Sedan.



Russell Sage, the well known Cole S distributor, is showing a very attractive line of closed cars at his headquarters, 13 Central Park West. Conspicuous in this display is the sedan shown in the accompanying photograph. There is unusual interest in the sedan this year as the all purpose car. Dealers cannot get enough of them.

will tend to give us cars with the greatest refinement under the hood. In the sanctums of the engineering departments of many of the automobile factories work has been and is proceeding toward the production of cheaper cars with worth while appearance and equipment, such as has always been the exclusive characteristic of the medium and high priced classes. This refers to

such items as starting and lighting equipment, speedometer, demountable rims, etc. These will in the future be found on cars selling as low as \$200, and the public soon will be startled by

the announcement of at least one such car. It is also claimed on what seems to be good authority that the Ford organization, anticipating such moves, will introduce on its next model a starting and lighting outfit of the conventional type and a brand new body that will show very much more pleasing lines. Two years from now the American public will get the real reflection of the progress made during the war. This will take the form of lighter cars, which will be easier on tires, use less gasoline and better built throughout and, of course, with brand new ideas in body lines and body work.

While our American manufacturers have been busy with war work and looking ahead a bit to peace time production to come, practically every foreign manufacturer of note has striven to produce an after war model for export. One notable example is that of Fiat of Italy, which has ready a car to sell for about \$2,000 in this country. British makers, Sunbeam, Rolls, Vauxhall, B. S. A. et al, and the big French manufacturers, Peugeot, Delage and their fellows are all known to have cars ready for the market. Just what effect these foreign invasions are going to have is hard to tell. In the case of the Fiat, the specifications are known, and the commercial observers hold that the vehicle will make very little headway in this country. Its appearance the car resembles the typical American car of the better class. The engine is said to be a small, very high speed outfit, turning up something like 2,500 revolutions. Critics claim that this is too high to give the speed needed at the lower speeds. However, the proof of the pudding is in the eating, and we shall have the pudding before very many weeks are past.

That foreign makers will ever be able to compete with our own manufacturers in our own markets on the quantity production is unthinkable. But this move by Fiat seems to mark a definite attempt to secure a foothold in the medium price class and the outcome will be watched with interest. Certainly we are going to find foreign makers more energetic in their defense of their home markets and better able to give us a hard battle in the markets of the world. They too have learned lessons in the hard school of war, and we shall need all that we have learned to enable us to maintain our position in the van of automobile production.

Many owners instead of using antifreeze prefer to drain the water system after the car has been used. There are certain things for them to look out for. They must be sure that the drain cock has been closed absolutely tight, because if this is not done it may freeze in open position and when the radiator is next filled no water will drip from it until after the start has been made. Then the drain will thaw out and all the cooling water run off. In filling the water system after it has been drained the drain cock should be left open for a minute to allow the incoming water to push out the air in the pipes. This is to obviate possibility of air locks. Many owners fill the water system with hot water to facilitate starting.

JOIN THE
AUTOMOBILE CLUB OF NEW YORK
31 West 40th Street.

Affiliated with the New York State Automobile Association with 118 clubs, nearly 25,000 members.

This association has saved the automobile owners of this state ten million dollars in the last three years, and will save you from \$25.00 to \$50.00 a year and make automobile more pleasant for you.

The local club meets your help. You need the local Automobile Club. Ask for Motor-Points, no charge. Learn how to save from \$25.00 to \$50.00 a year.

AUTOMOBILE CLUB OF NEW YORK
31 West 40th Street.

We Absolutely Guarantee Present Maxwell Prices

You have never seen an advertisement featuring the service performed by the Maxwell Motor Company in "Helping to win the war."

Nor will you. We do not believe in capitalizing our loyalty to our country.

Nor has our patriotism been as profitable as would have been our normal, legitimate, peace-time business.

Maxwell factories were, when needed, devoted to war work—just 100 per cent.

Let it go at that.

We did not capitalize a deplorable condition—nor take advantage of it to put a fictitious price on the Maxwell.

Which brings us to the point on which we wish to state some plain facts.

Recently you have seen announcements of price reductions on some makes of motor cars.

These seeming reductions (we use the term "seeming" advisedly!) have given the average buyer an erroneous impression.

That impression is to the effect that the price of motor cars generally is above normal and will come down in the near future.

Now, as a matter of fact, that is not the condition at all.

There is no warrant for any such assumption.

Just analyze the situation yourself and see if our statements are justified.

Recall the prices that existed on certain makes of automobiles before the United States went into the war and compare the prices of those same cars today.

You'll find that any reductions that have been made were necessary.

In a word, they apply only to cars that were over-priced—war-time priced—before such reductions.

For example:—Consider four makes of cars that formerly were priced in close competition with the Maxwell.

Compare their pre-war (normal) prices; their war-time "peak" prices and their present "reduced" prices. We'll designate them "A," "B," "C," and "D."

	Pre-War Price	War-Time "Peak" Price	Present Price
Car "A"	\$795.00	\$1095.00	\$985.00
Car "B"	990.00	1285.00	1185.00
Car "C"	635.00	865.00	745.00
Car "D"	725.00	995.00	985.00

From the above it is clear that some "reduced" prices are still too high.

For when the price of a product was increased by 33 per cent and then dropped back ten per cent, you can't say it has yet been put back where it belongs!

And that is just what happened in several cases.

Just consider a moment:

If a maker is able to drop back to "pre-war" prices today, on what basis did he justify his war-time price? And especially his most recent war-time "peak" price?

Certainly he bought no materials while we were in the war—he could not.

If he bought them before, then he bought them at the same rates we did!

In that case there was no real reason for his excessive war-time "peak" price.

If he cannot justify his prices of yesterday, can you accept his statement today?

Only gauge you have as to the intrinsic value of his product is—its pre-war price.

Especially is this so if the model he is offering you today is precisely the same model he offered you then but at 20 to 25 per cent advance now over his then prices (even after his recent reduction).

Is it not logical to assume that as his price yesterday was fictitious, it is still almost equally so?

It costs more to build a motor car today than did a year ago.

Materials are higher—wages are higher. All costs are higher.

It will continue for a long time to come on the present scale we believe.

Tell you why.

Materials are now in demand by the whole world—will continue to be during the years of reconstruction in Europe.

Especially is this so in the case of steel, copper and other minerals.

Rubber also will likely range higher.

Rubber is the biggest single item of cost in a motor car and it is in great demand.

Wages will never go back to the pre-war scale.

Every student of the problem is now agreed upon that.

You have read in the newspapers lately the statement by the United States Steel Corporation that that concern is not going to reduce wages—and that concern is the biggest employer of labor in the world.

It is well!—pass the prosperity around and we will all get our share.

If the mechanic gets more pay, all lines of business benefit—and more people are able to buy motor cars.

We can see no reason to expect that the cost of manufacturing a Maxwell Motor Car will be less in a year from now than it is today.

War or no war, the price of Maxwell product would have been precisely what it is today.

We did take advantage of the War-time condition—but only to incorporate in this new model several changes and improvements.

Factory busy on war work, our engineers and toolmakers had a brief respite—and we used that to perfect the Maxwell product.

We have spent more than \$100,000 on special tools for more accurate finishing of parts.

Cylinders are now ground after reaming—formerly only reamed. That is only one of many similar refinements.

This new 1919 model Maxwell, deliveries of which will begin immediately, is a superior product.

It is a larger car—a more commodious body. Gasoline tank is at rear instead of under front seat—costs more, worth it.

The new Pantastop top adds greatly to appearance as well as to serviceability. Graceful in design. In quality—the best.

Seats are deeper, softer—better springs, better materials.

Maxwell Motor Cars do not belong to the "Cheap Car Class." This product is the undisputed leader in the Refined Car Class.

By "refined" we mean in a mechanical sense. Maxwells are not made to fit a pre-determined, nor to meet a competitive, price.

They are designed to fill a certain definite demand for a light car of quality—internally as well as in outward appearance.

We first make the car as it should be made, then set the price.

We do not cut our price to meet the price of a car of inferior quality.

Nor did we, as we have shown, take advantage of a war-time excuse to raise the price to a fictitious figure.

Had the war continued and we had not made another car, the buyer of the last Maxwell would have paid the regular price—and no more.

The Maxwell policy is clean and it is consistent—we are not "opportunists" in business.

Those changes and refinements in this new 1919 model actually cost more than the difference between its price and that of the 1918 model.

So the price of this new Maxwell should have been more.

But we are content to accept a smaller margin of profit per car in the interest of greater volume so have continued that price on this 1919 model.

There are today more Maxwells in hands of users than of any comparable car—we are counting on the splendid quality with the low price of this latest model to maintain that leadership.

"But talk is all right," you say.

You want something definite, something tangible to tie to.

Very well—here is your guarantee.

Price of the Maxwell Motor Car today (Touring or Roadster model) is \$895.00 f. o. b. Detroit, Michigan, and we absolutely guarantee that price until June next, 1919.

Every Maxwell dealer is authorized to give you that guarantee in writing at time of purchase of your car.

Some makers have announced reductions—others will follow.

So far, however, we have seen no real reductions—though there have been some genuine increases of price since the war closed. There will be more of the latter, too!

In buying a Maxwell Motor Car you know precisely where you stand.

And our guarantee of the price is your best guarantee of the intrinsic value of this product.

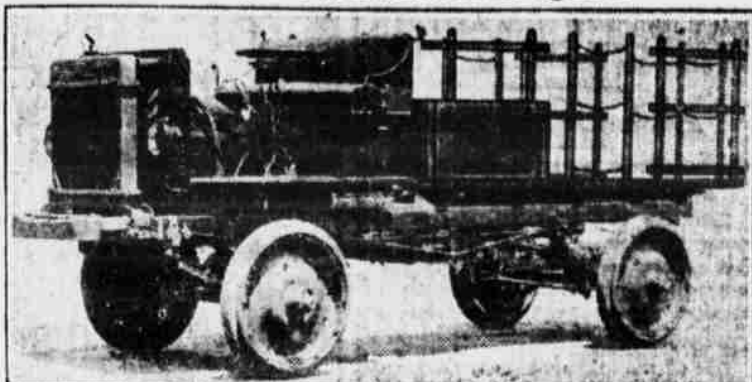
So buy the Maxwell you need—get your order in early.

Maxwells may go to a premium—price may have to be increased—but we guarantee you absolutely against a reduction.

Maxwell Motor Company, Inc., Detroit, Michigan

Note.—The Maxwell Motor Company operating the Chalmers factories desire to state that the same conditions and the same reasons obtain with regard to the Chalmers product. Present prices are right—are rock bottom—and therefore will be maintained. The same guarantee applies.

The Very Powerful Nash Quad.



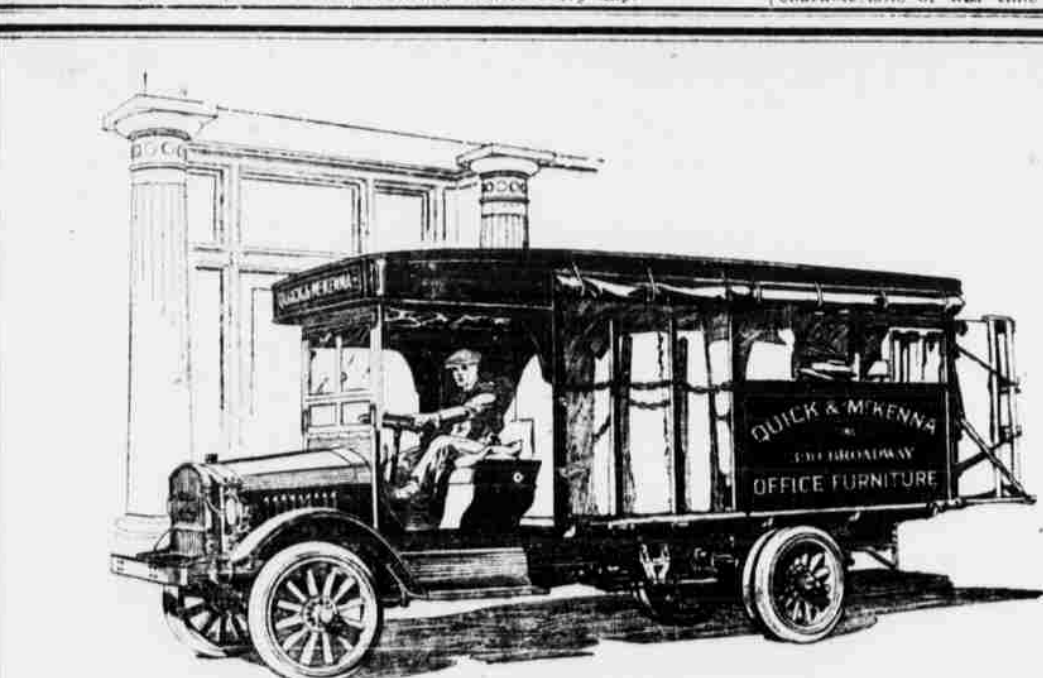
According to F. C. Stowers, head of the Kaufmann-Stowers Company, distributors of Nash and Titan trucks, a number of sales have been consummated during the past week both in the Nash and Titan models.

In talking about the truck business Mr. Stowers says:

"Everywhere the cry is for more trucks. The business houses of New York and the world over represent a demand that is growing greater all the time. Railroad and freight lines have proved themselves inadequate to handle the enormous shipment required of them.

The business men of the world are advocating delivery by trucks over considerable distances. Motor trucks are a vital need of the nation's business, and this need is growing greater and greater every day."

"Our users of Nash and Titan trucks say they realize a great saving not only of horses but of man power, as one truck and a driver can take care of as much hauling as several men with several teams. It is very gratifying to see the leading business houses of the city big users of our trucks and the number of new names we are adding to our list of satisfied owners every day."



Oneida---the Timely Truck

Good trucks are still hard to get. Good trucks will not be cheaper for years. Now is the time to anticipate big business for 1919 and to "buy right."

The Oneida is a timely truck, a good truck, a dependable, money-making truck. It is timely because you can get it at once, it is dependable because the best units made are used in its construction, and it is a money

maker because it stays on the job and can be operated at a very reasonable cost.